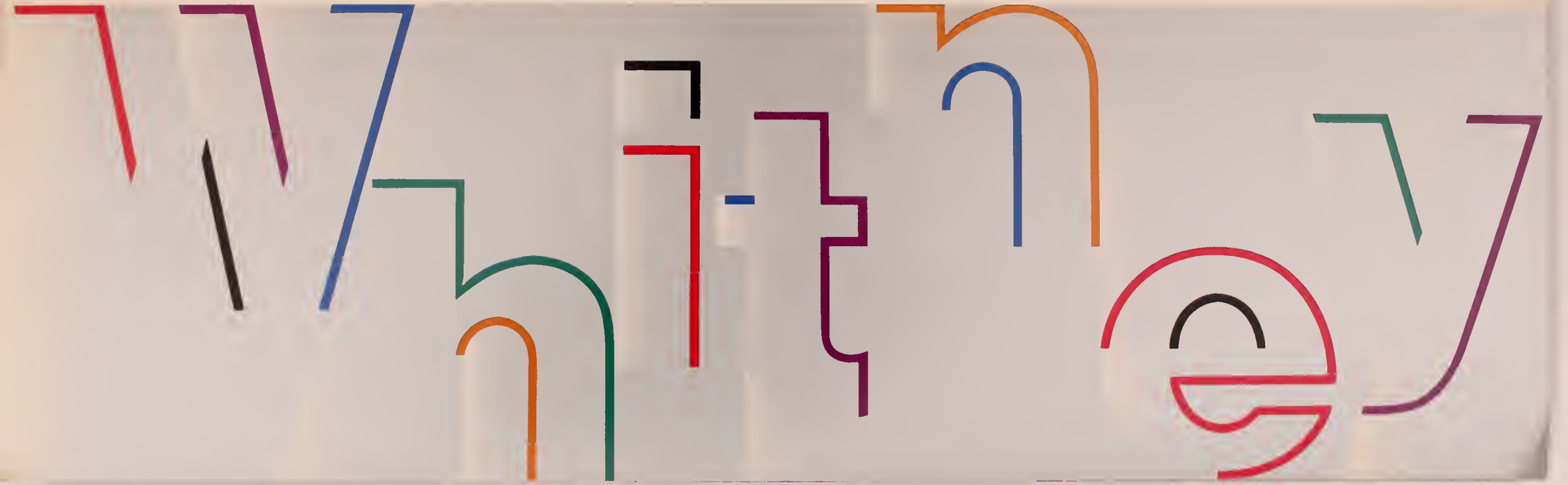
**Whitney Museum of American Art**
**Fairfield County**



In the summer of 1981, the Whitney Museum of American Art and Champion International Corporation, a major forest products company, opened the doors on a collaborative project that was unique then and has been uniquely successful since.

The project? A branch museum of the Whitney Museum of American Art, to be totally supported by Champion and housed in its headquarters building in Stamford, Connecticut.

While this was the Whitney Museum's second branch, it was the first to be located outside New York, dramatically reaffirming the museum's spirit and tradition of outreach.

And it was the first such relationship ever between a major arts institution and an American corporation—opening perhaps a new chapter in corporate support of the arts and commitment to community.

# Whitney Museum of American Art

A partnership between Champion International Corporation and the leading museum of American art.

# Fairfield County

A partnership between Champion International Corporation and the Museum of American Art

Montclair

Corporate support of the arts is nothing new. Most major corporations and many smaller ones have included arts programs in their contributions and public affairs activities. Champion's relationship with the Whitney Museum began just that way in 1971. Association with the visual arts made business sense for Champion, too, in that the printing papers Champion makes go to design and arts-conscious markets. What's more, association with imagination and quality reflected the kind of company Champion felt itself to be.

Champion sponsored two major Whitney Museum exhibitions in the 1970s: *Winslow Homer* in 1972 and the widely-acclaimed *Calder's Universe* in 1976. In 1980, Champion underwrote *Concentrations,* a year-long series of nine mini-retrospectives of the works of major artists represented in the museum's permanent collection.

Champion moved its headquarters from New York to Stamford in 1975 and decided to involve itself fully in its new community. By 1980, the company had completed its new headquarters building, located in the heart of downtown Stamford. The One Champion Plaza complex was designed by Ulrich Franzen, who was personally instrumental in this new phase of the Whitney/Champion collaboration.

The Fairfield County branch of the Whitney Museum is located in Stamford, Connecticut—a rapidly growing center of corporate headquarters, commerce, and culture.

**A Tradition Established: 1940-1970**

Roy Lichtenstein
*Little Big Painting*, 1965*
Oil on canvas

**Entering the Eighties**

Nam June Paik
*V—yramid*, 1982*
32 color televisions, 8 black-and-white televisions, and 2 stereo speakers

**Outdoor Performances**

Performance by the Storytellers of the National Theatre of the Deaf, Summer Performances, June 1983

**Drawing Acquisitions: 1978-1981**

Robert Arneson
*Frontal*, 1980*
Gouache, acrylic, conté and mixed media on paper

**Milton Avery on Paper**

Milton Avery
*Dunes and Sea*, 1960
Gouache on paper

**American Folk Art: The Herbert Waide Hemphill Jr. Collection**

Artist unknown
*Indian Brave and Indian Squaw,* Circa 1870
Painted and stained wood, metal

**Modern Still Life**

Georgia O'Keeffe
*The White Calico Flower,* 1931*
Oil on canvas

**Five Artists and the Figure**

Duane Hanson
*Woman with Dog,* 1977*
Life-size cast polyvinyl, polychromed in acrylic, with mixed media

**Pioneering the Century: 1900-1940**

George Bellows
*Demsey and Firpo,* 1924*
Oil on canvas

**Shape and Environment: Furniture by American Architects**

Charles Eames
*Lounge Chair and Ottoman,* 1956
Molded plywood with black leather cushions

*Permanent Collection, Whitney Museum of American Art

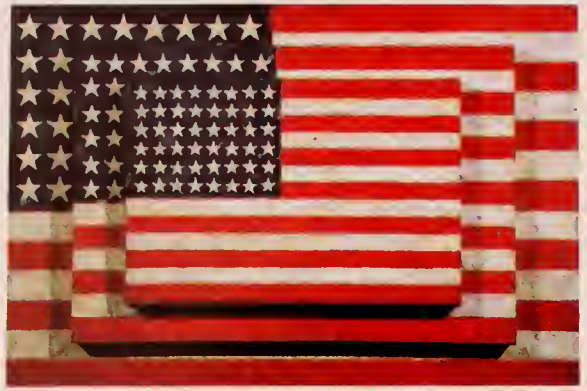
In addition to six exhibitions a year, the Whitney Museum's professional staff and volunteer corps conduct a wide variety of interpretive, educational, and entertainment programs.

Since its founding in 1930 by Gertrude Vanderbilt Whitney, heiress to the Vanderbilt railroad fortune and herself an artist, the goal of the Whitney Museum has been to collect and exhibit outstanding 20th century American art, particularly the work of living artists, and to educate the American public about the artistic achievements of its own culture.

In the early decades of this century, the museum's founder championed the cause of American art at a time when the art world was totally dominated by Europeans. She collected widely, encouraged and supported young artists, and displayed their work in a series of spaces in New York's Greenwich Village. Once established, her museum grew rapidly and finally settled into its permanent New York home on Madison Avenue at 75th Street in 1966.

Mindful of its pioneering past and seeking to increase public interest in American art, the Whitney Museum opened its first branch operation—in New York's Wall Street area—in 1973. The Fairfield County branch opened at Champion in 1981, to be followed two years later by another New York branch, this one in the corporate headquarters of Philip Morris in midtown Manhattan.

The Whitney Museum's tradition of outreach and Champion's commitment to community come together in a new kind of partnership.



Jasper Johns
*Three Flags,* 1958
Encaustic on canvas

Located on the street level of One Champion Plaza, the Whitney Museum of American Art, Fairfield County is housed in a dramatic 3600 square-foot gallery designed by Charles B. Froom.

The museum presents six exhibitions a year, some drawn from the extensive permanent collection in New York, and others borrowed from outside sources. Visitors to the museum receive a free catalog of the current exhibition and may purchase art books, posters, and other materials at the sales desk.

In addition to the exhibition schedule, the museum organizes and conducts a wide variety of educational and interpretive programs such as guided gallery talks, tours, films, and lectures by artists, critics, and curators. Outside the museum on the plaza during the summer months, and inside the gallery during the winter, local performing artists—jazz groups, classical musicians, dance troupes—give concerts and performances at noon during the week.

While Champion provides space and support, the museum's operations are completely independent of the corporation, and it is staffed by professionals who are aided by a corps of volunteers drawn from Stamford and nearby communities.

So far, more than 40,000 people a year have visited the Whitney Museum of American Art, Fairfield County at Champion, and both museum and corporation have been widely hailed for their partnership. The Whitney Museum, Fairfield County is well on its way to becoming a cornerstone in the cultural life of a rapidly growing area.

"We don't expect all of our employees and neighbors to become art connoisseurs," Champion chairman and chief executive Andrew C. Sigler has said. "But the art is there for those in our company and the community who are interested. More important, we believe the Whitney project represents the kind of partnership modern corporations need to establish with other institutions in our society."

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The Whitney Museum of American Art, Fairfield County is located in the headquarters of Champion International Corporation, One Champion Plaza, at the corner of Atlantic Street and Tresser Boulevard in downtown Stamford. The museum can be reached quickly from Interstate 95 and is within walking distance of the Stamford railroad station.

The gallery is open from 11 a.m. to 5 p.m., Tuesday through Saturday. Gallery talks are held Tuesdays, Thursdays and Saturdays at 12:30. Group tours can be arranged by appointment. For information, call 203-358-7652.

All exhibits and activities are open to the public. Admission is free, and parking is available in the Champion garage.

Champion
Champion International Corporation